city of CINCINNATI

2021 RESIDENT SURVEY

Performance Ranges

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ETC INSTITUTE
OLATHE, KANSAS

Presented To The
CITY OF CINCINNATI, OHIO

MARCH 2022

Performance Ranges Analysis

Overview

ETC Institute's DirectionFinder® Survey program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making data driven decisions. Since November 1999, the survey has been administered in more than 1,000 cities and counties in 43 states.

This report contains benchmarking data from survey results from eight communities (with a population of at least 250,000 residents) where ETC Institute has administered the DirectionFinder® Survey between July 2020 and February 2022. The results from individual communities were used as the basis for developing the range of performance. The communities included in the performance comparisons that are shown in this section are listed below.

- Durham, NC
- Henderson, NV
- Kansas City, MO
- Miami, FL
- Plano, TX
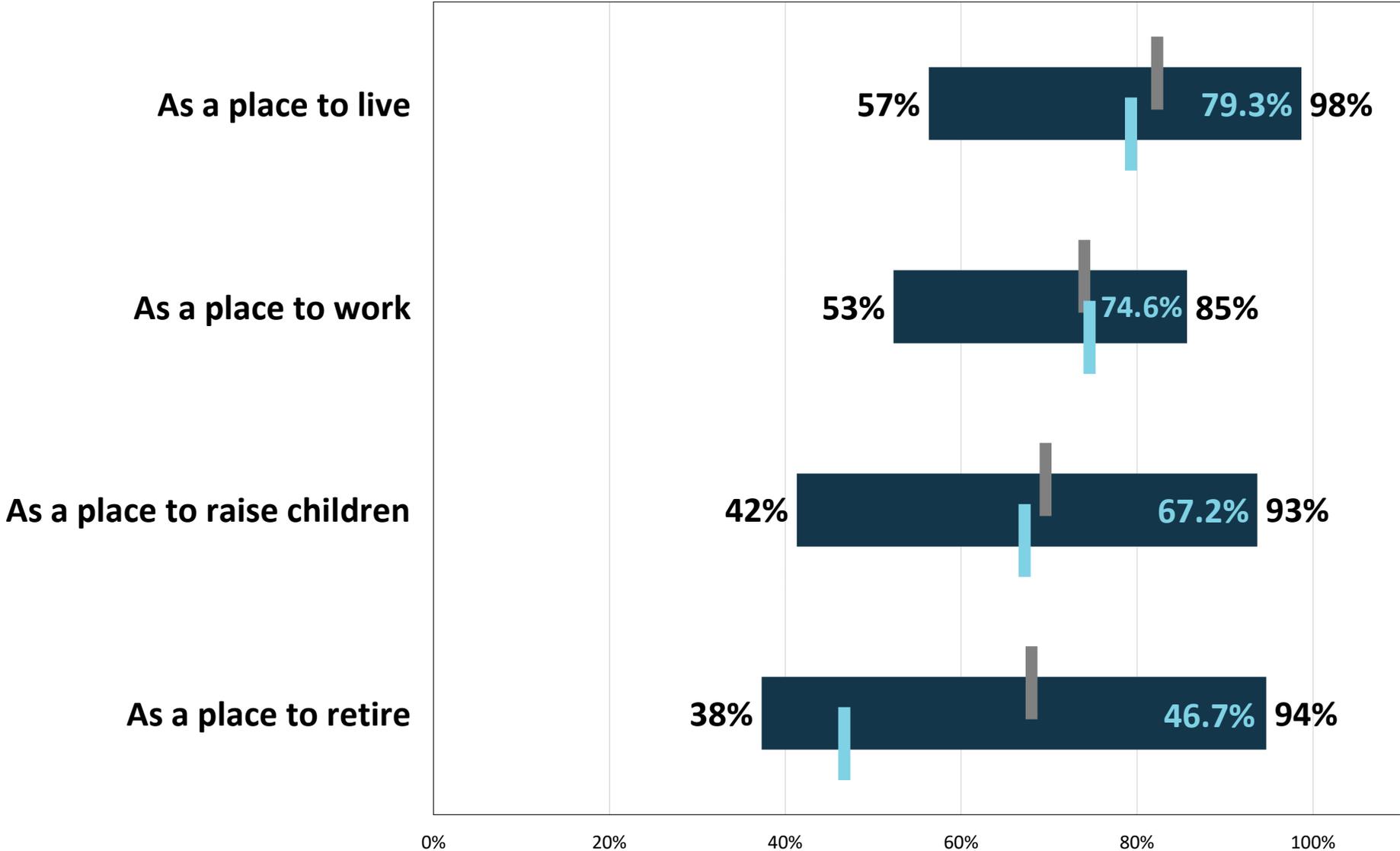- Raleigh, NC
- Reno, NV
- Winston-Salem, NC

The charts show how the results for the City of Cincinnati compare to the range performance of other large U.S. communities. The City's results are in blue font in the bar, the gray line represents the average, and the blue line represents the City's rating.

Ratings of the City

by the sum percentage of respondents that were either *excellent* or *good*
(excluding *don't know* responses)

Cincinnati, OH
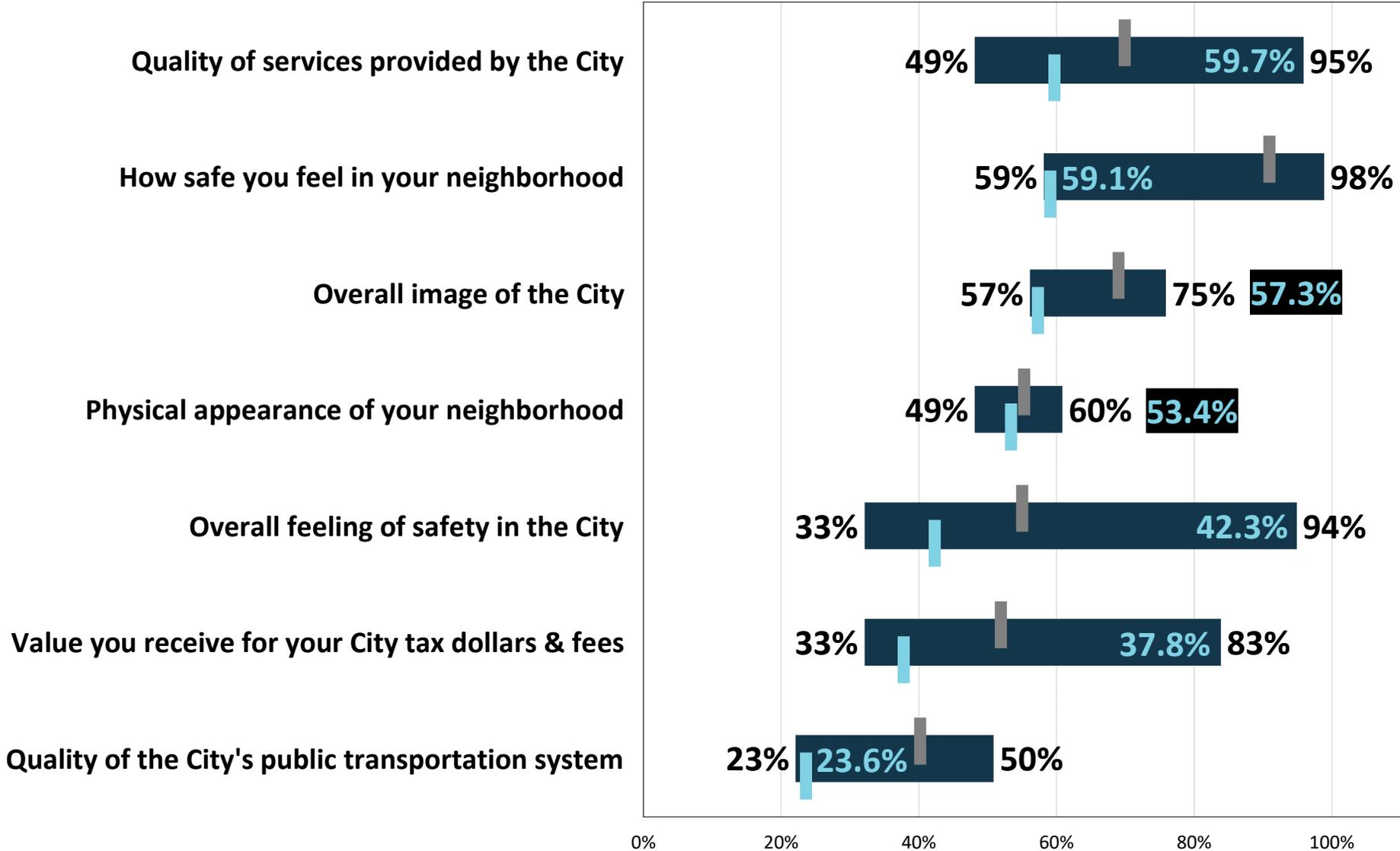
As a place to live
57% — 79.3% — 98%

As a place to work
53% — 74.6% — 85%

As a place to raise children
42% — 67.2% — 93%

As a place to retire
38% — 46.7% — 94%

0%   20%   40%   60%   80%   100%

Performance Ranges: Cincinnati, OH v. DirectionFinder® Communities (pop. 250K<)

Items That Could Influence Perceptions of the Community

by the sum percentage of respondents that were either *very satisfied* or *satisfied* with the service
(excluding **don't know** responses)

Cincinnati, OH

Quality of services provided by the City	49% **59.7%** 95%	
How safe you feel in your neighborhood	59% **59.1%** 98%	
Overall image of the City	57% 75% **57.3%**	
Physical appearance of your neighborhood	49% 60% **53.4%**	
Overall feeling of safety in the City	33% **42.3%** 94%	
Value you receive for your City tax dollars & fees	33% **37.8%** 83%	
Quality of the City's public transportation system	23% **23.6%** 50%	

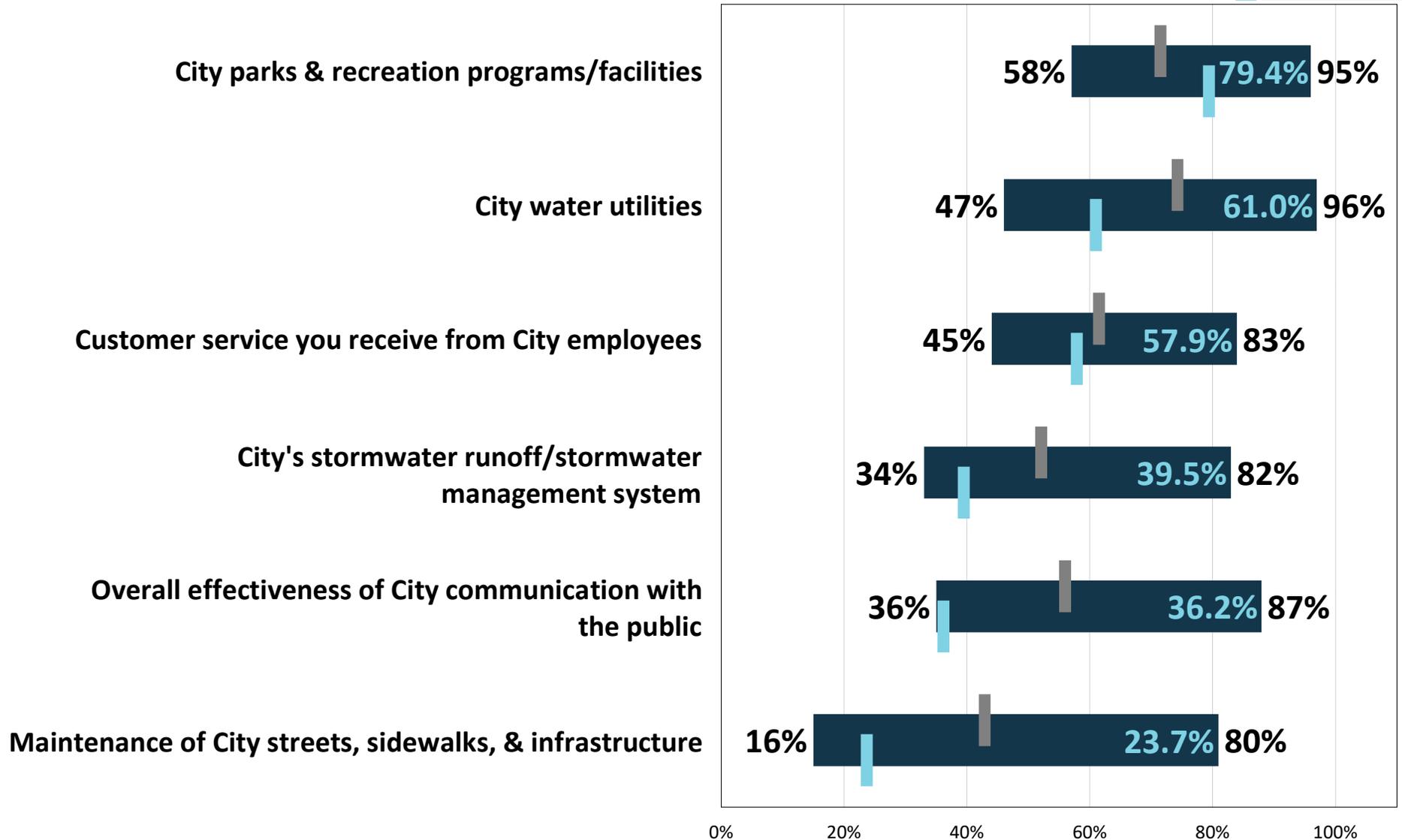0%   20%   40%   60%   80%   100%

Performance Ranges: Cincinnati, OH v. DirectionFinder® Communities (pop. 250K<)

Major Categories of Services Provided by the City

by the sum percentage of respondents that were either *very satisfied* or *satisfied* with the service
(excluding **don't know** responses)

Cincinnati, OH

City parks & recreation programs/facilities — 58% — 79.4% — 95%

City water utilities — 47% — 61.0% — 96%

Customer service you receive from City employees — 45% — 57.9% — 83%

City's stormwater runoff/stormwater management system — 34% — 39.5% — 82%

Overall effectiveness of City communication with the public — 36% — 36.2% — 87%

Maintenance of City streets, sidewalks, & infrastructure — 16% — 23.7% — 80%
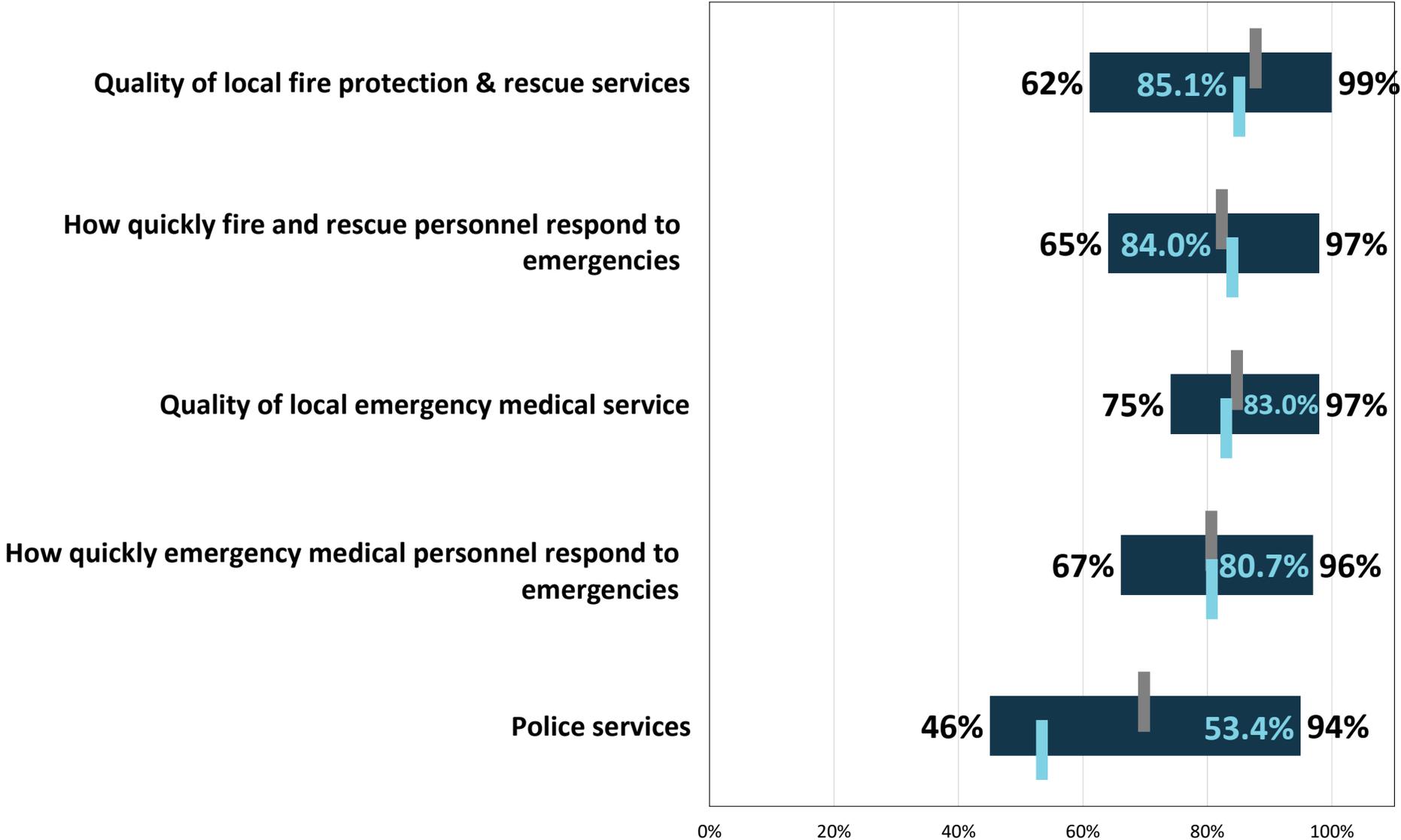
0%   20%   40%   60%   80%   100%

Performance Ranges: Cincinnati, OH v. DirectionFinder® Communities (pop. 250K<)

Public Safety Perceptions

by the sum percentage of respondents that were either *very satisfied* or *satisfied* with the service
(excluding **don't know** responses)

Cincinnati, OH

Quality of local fire protection & rescue services — 62% 85.1% 99%

How quickly fire and rescue personnel respond to emergencies — 65% 84.0% 97%

Quality of local emergency medical service — 75% 83.0% 97%

How quickly emergency medical personnel respond to emergencies — 67% 80.7% 96%

Police services — 46% 53.4% 94%
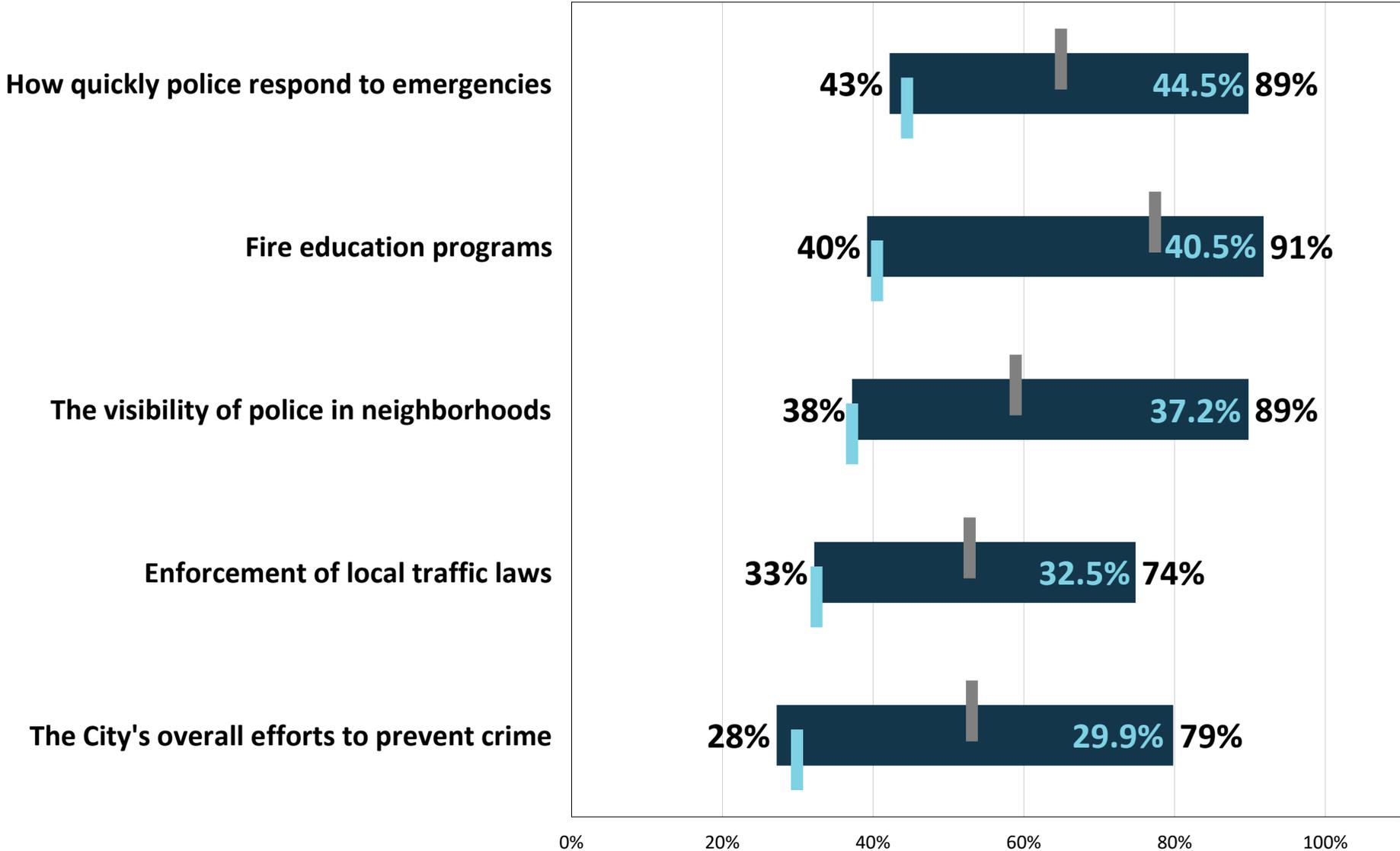
0%   20%   40%   60%   80%   100%

Performance Ranges: Cincinnati, OH v. DirectionFinder® Communities (pop. 250K<)

Public Safety Perceptions (Continued)

by the sum percentage of respondents that were either *very satisfied* or *satisfied* with the service
(excluding **don't know** responses)

Cincinnati, OH

How quickly police respond to emergencies — 43% ... 44.5% 89%

Fire education programs — 40% ... 40.5% 91%

The visibility of police in neighborhoods — 38% ... 37.2% 89%

Enforcement of local traffic laws — 33% ... 32.5% 74%

The City's overall efforts to prevent crime — 28% ... 29.9% 79%
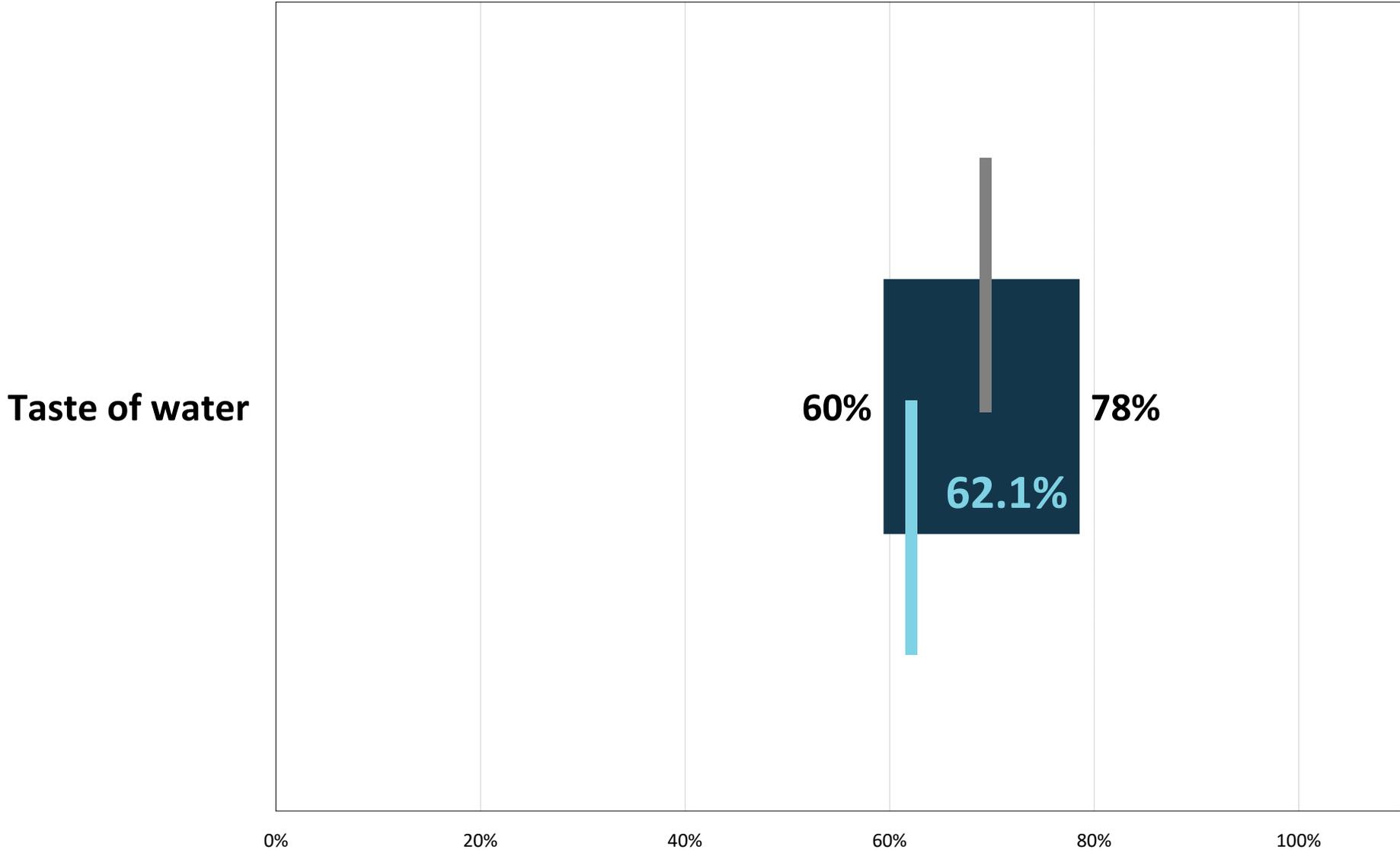
0%   20%   40%   60%   80%   100%

Performance Ranges: Cincinnati, OH v. DirectionFinder® Communities (pop. 250K<)

Water & Wastewater Services

by the sum percentage of respondents that were either *very satisfied* or *satisfied* with the service
(excluding **don't know** responses)

Cincinnati, OH

Taste of water   60%   62.1%   78%

0%   20%   40%   60%   80%   100%

Streets, Sidewalks, & Infrastructure

by the sum percentage of respondents that were either *very satisfied* or *satisfied* with the service
(excluding **don't know** responses)

Cincinnati, OH

Snow removal on major City streets — 51% | 64.4% | 92%

Maintenance of street signs and traffic signals — 53% | 70% | 57.3%

Adequacy of city street lighting — 44% | 48.5% | 86%

Mowing/tree trimming on streets and public areas — 44% | 57% | 44.6%

Snow removal on residential streets — 32% | 41.8% | 86%

Flow of traffic on City streets in your community — 15% | 40.4% | 69%

0%   20%   40%   60%   80%   100%

Performance Ranges: Cincinnati, OH v. DirectionFinder® Communities (pop. 250K<)

Streets, Sidewalks, & Infrastructure (Continued)

by the sum percentage of respondents that were either *very satisfied* or *satisfied* with the service
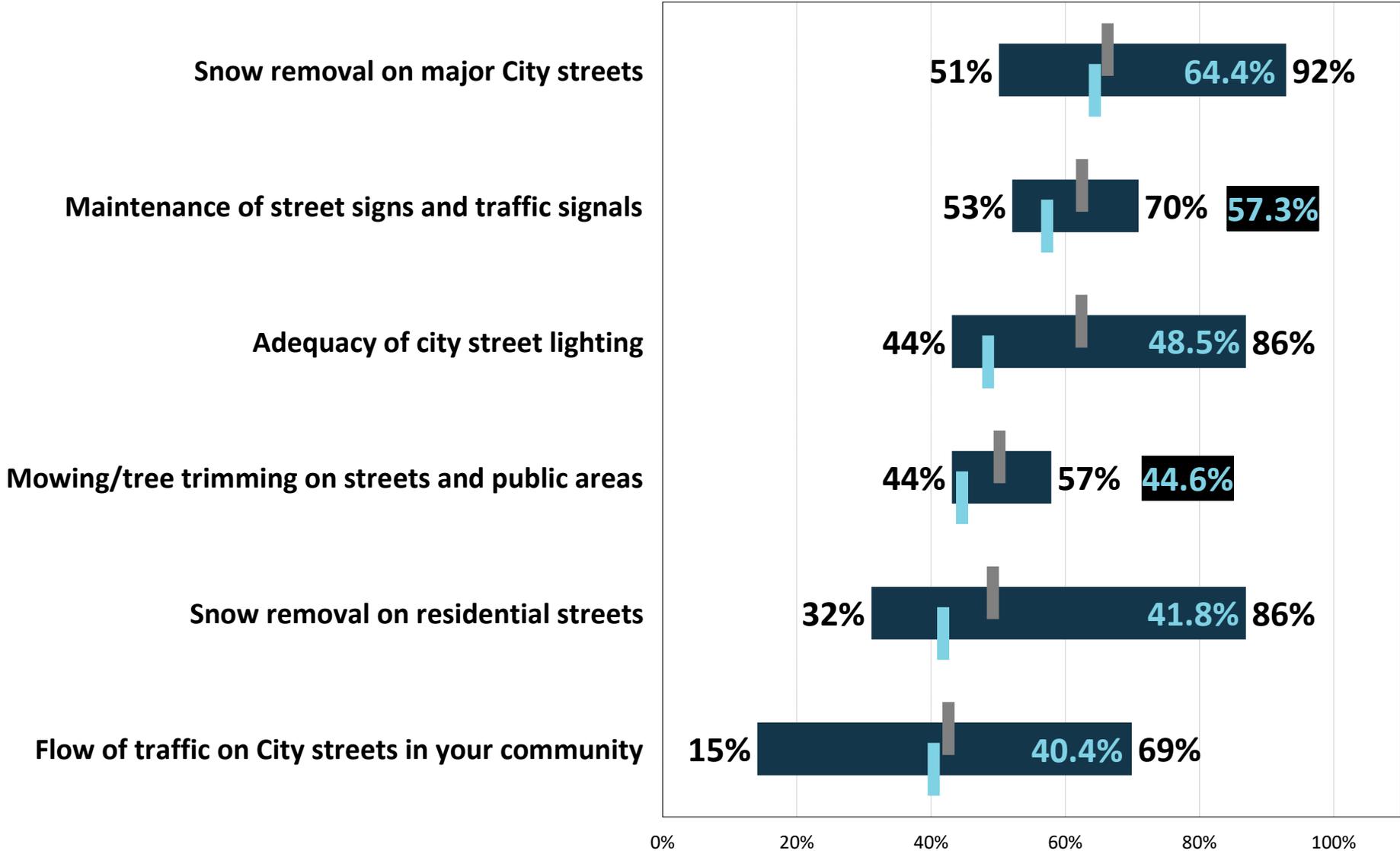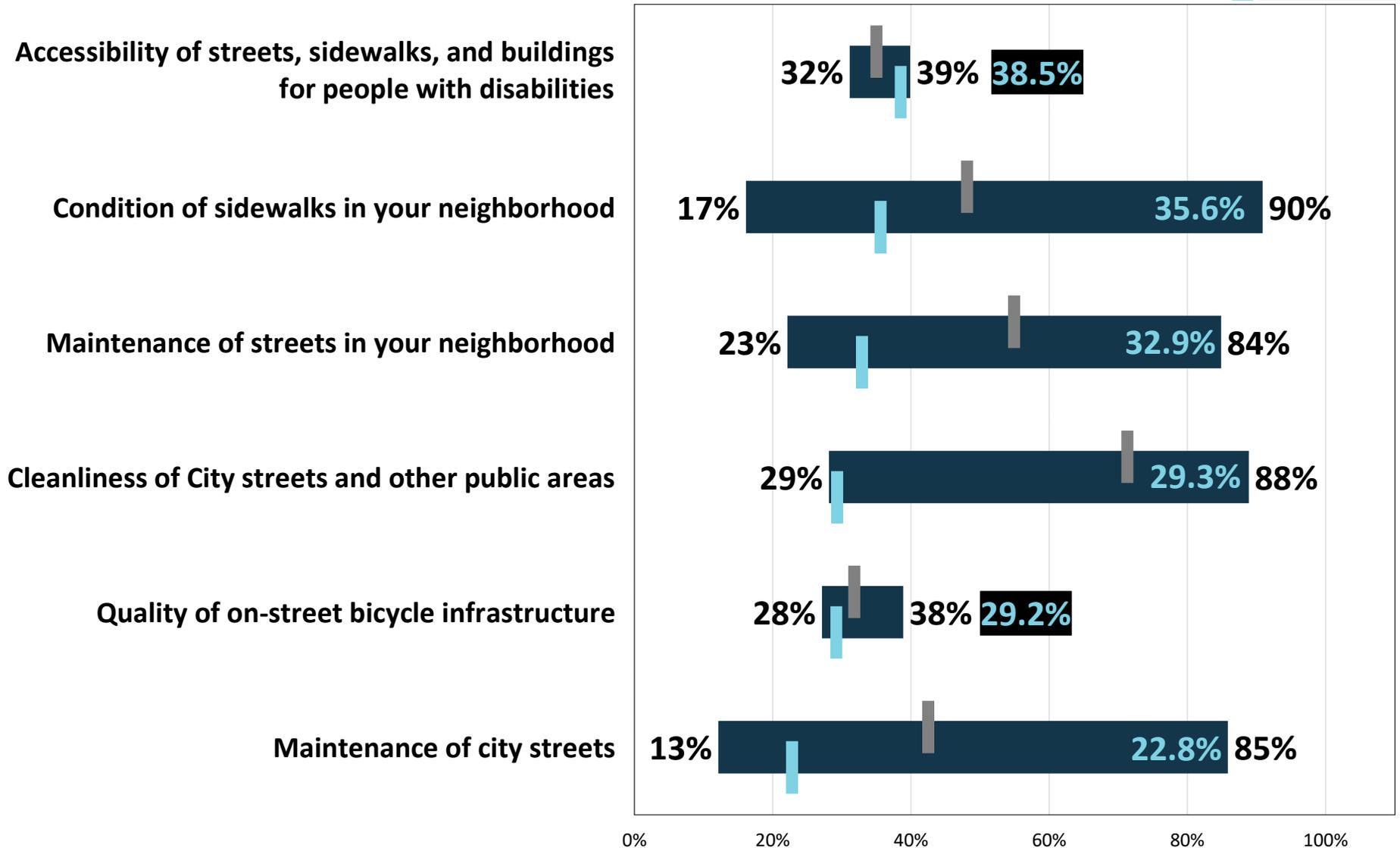(excluding **don't know** responses)

Cincinnati, OH

Accessibility of streets, sidewalks, and buildings for people with disabilities — 32% 39% **38.5%**

Condition of sidewalks in your neighborhood — 17% **35.6%** 90%

Maintenance of streets in your neighborhood — 23% **32.9%** 84%

Cleanliness of City streets and other public areas — 29% **29.3%** 88%

Quality of on-street bicycle infrastructure — 28% 38% **29.2%**

Maintenance of city streets — 13% **22.8%** 85%

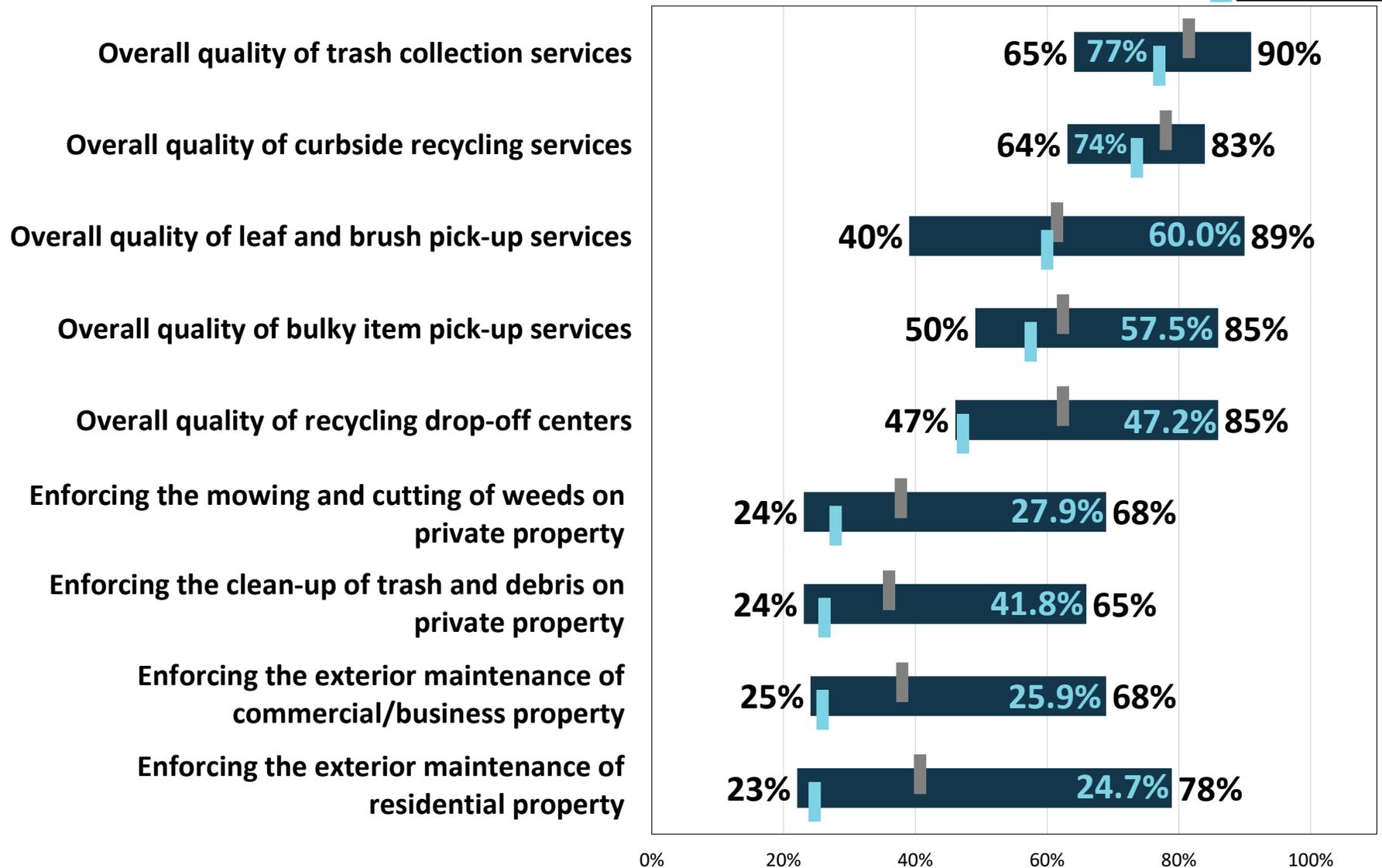0%   20%   40%   60%   80%   100%

Performance Ranges: Cincinnati, OH v. DirectionFinder® Communities (pop. 250K<)

Neighborhood Cleanliness & Appearance

by the sum percentage of respondents that were either *very satisfied* or *satisfied* with the service
(excluding **don't know** responses)

Cincinnati, OH

Service	Low	Cincinnati	High
Overall quality of trash collection services	65%	77%	90%
Overall quality of curbside recycling services	64%	74%	83%
Overall quality of leaf and brush pick-up services	40%	60.0%	89%
Overall quality of bulky item pick-up services	50%	57.5%	85%
Overall quality of recycling drop-off centers	47%	47.2%	85%
Enforcing the mowing and cutting of weeds on private property	24%	27.9%	68%
Enforcing the clean-up of trash and debris on private property	24%	41.8%	65%
Enforcing the exterior maintenance of commercial/business property	25%	25.9%	68%
Enforcing the exterior maintenance of residential property	23%	24.7%	78%

0% 20% 40% 60% 80% 100%

Performance Ranges: Cincinnati, OH v. DirectionFinder® Communities (pop. 250K<)

Parks & Recreation Services

by the sum percentage of respondents that were either *very satisfied* or *satisfied* with the service
(excluding **don't know** responses)
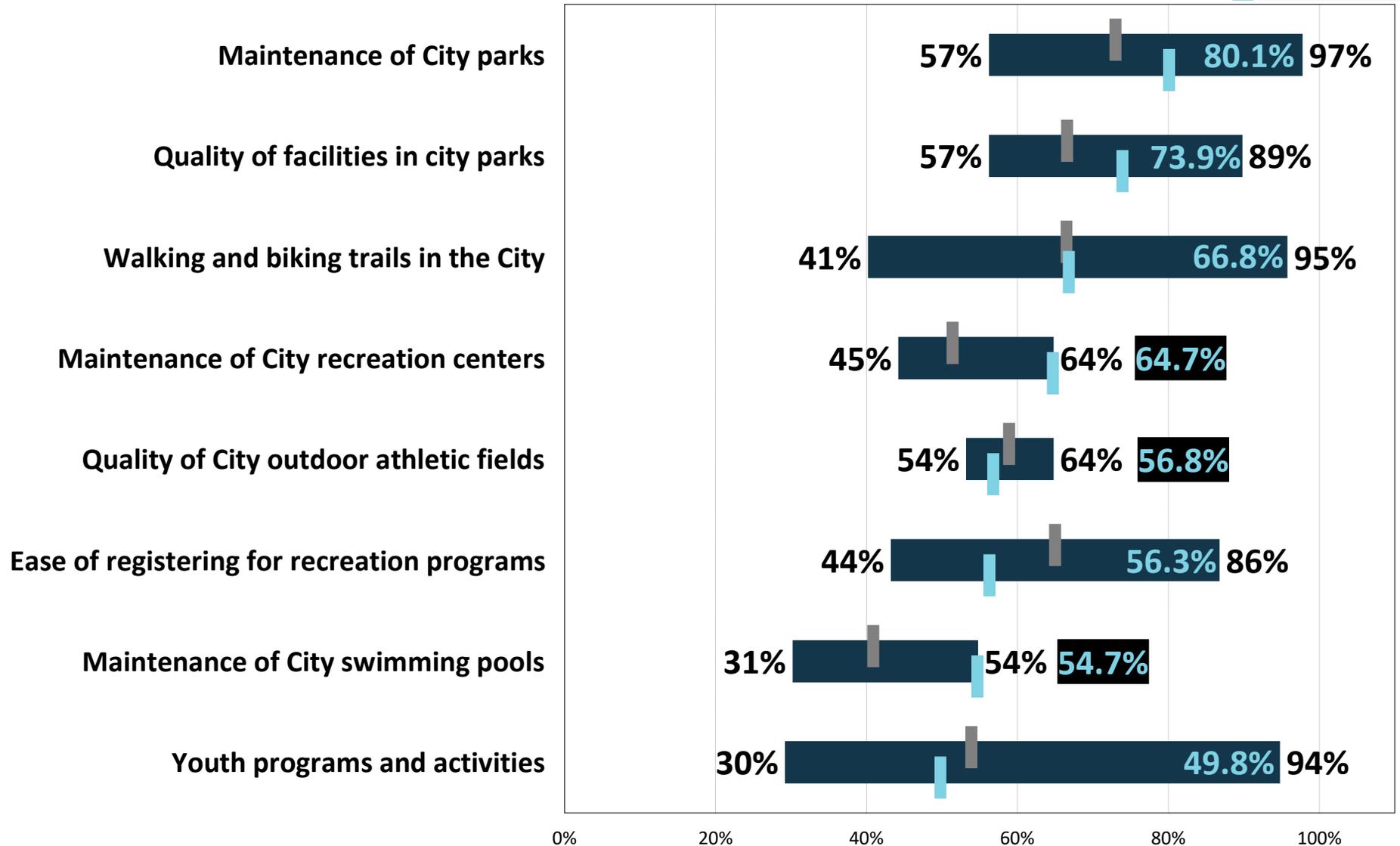
Cincinnati, OH

Maintenance of City parks	57%	80.1%	97%
Quality of facilities in city parks	57%	73.9%	89%
Walking and biking trails in the City	41%	66.8%	95%
Maintenance of City recreation centers	45%	64%	64.7%
Quality of City outdoor athletic fields	54%	64%	56.8%
Ease of registering for recreation programs	44%	56.3%	86%
Maintenance of City swimming pools	31%	54%	54.7%
Youth programs and activities	30%	49.8%	94%

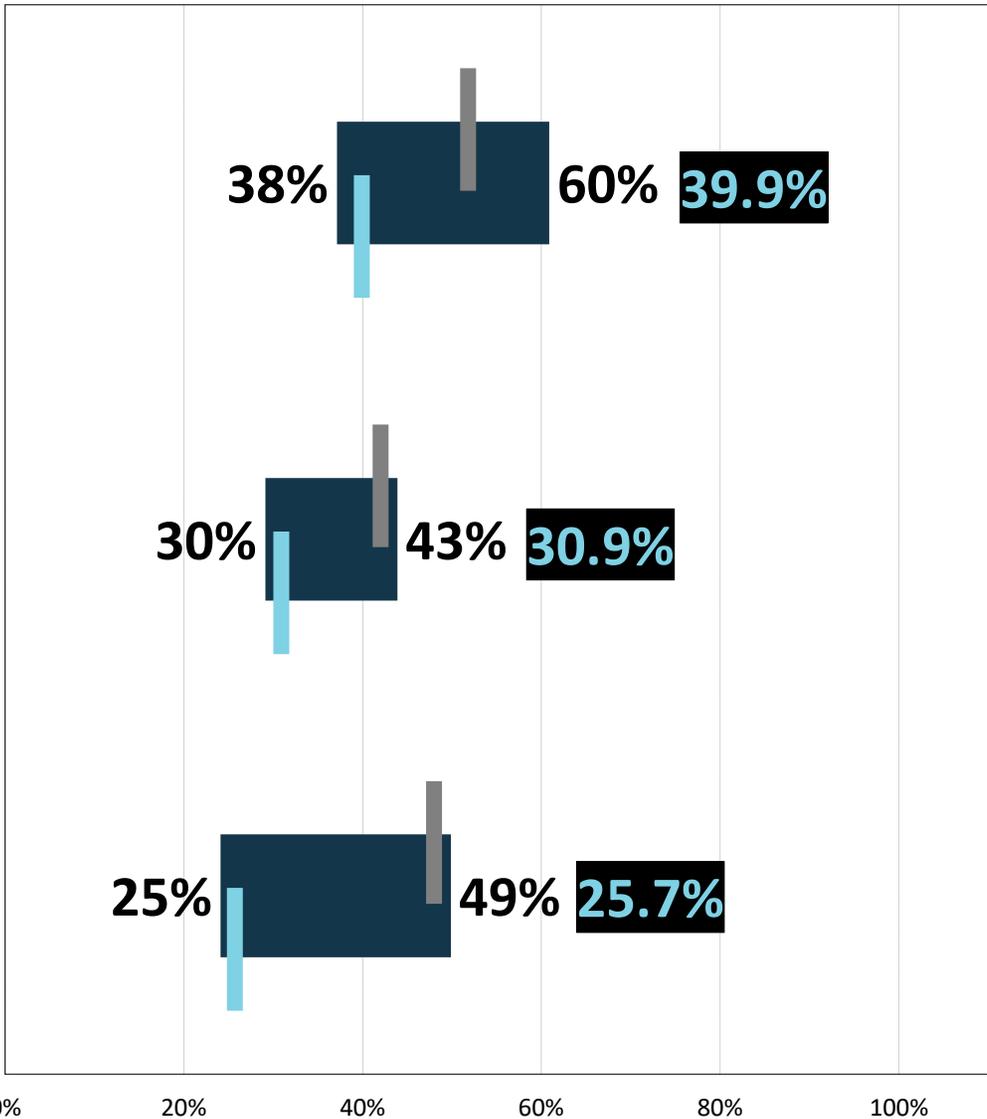0%   20%   40%   60%   80%   100%

City Leadership

by the sum percentage of respondents that were either *very satisfied* or *satisfied* with the service
(excluding **don't know** responses)

Cincinnati, OH

The City's efforts to support diversity by serving people equally regardless of their race, religion, ethnicity, age, abilities, sexual orientation, or gender identity

38%   60%   **39.9%**

Overall effectiveness of the City Administration (City Manager, Dept. Directors) in management of City operations

30%   43%   **30.9%**

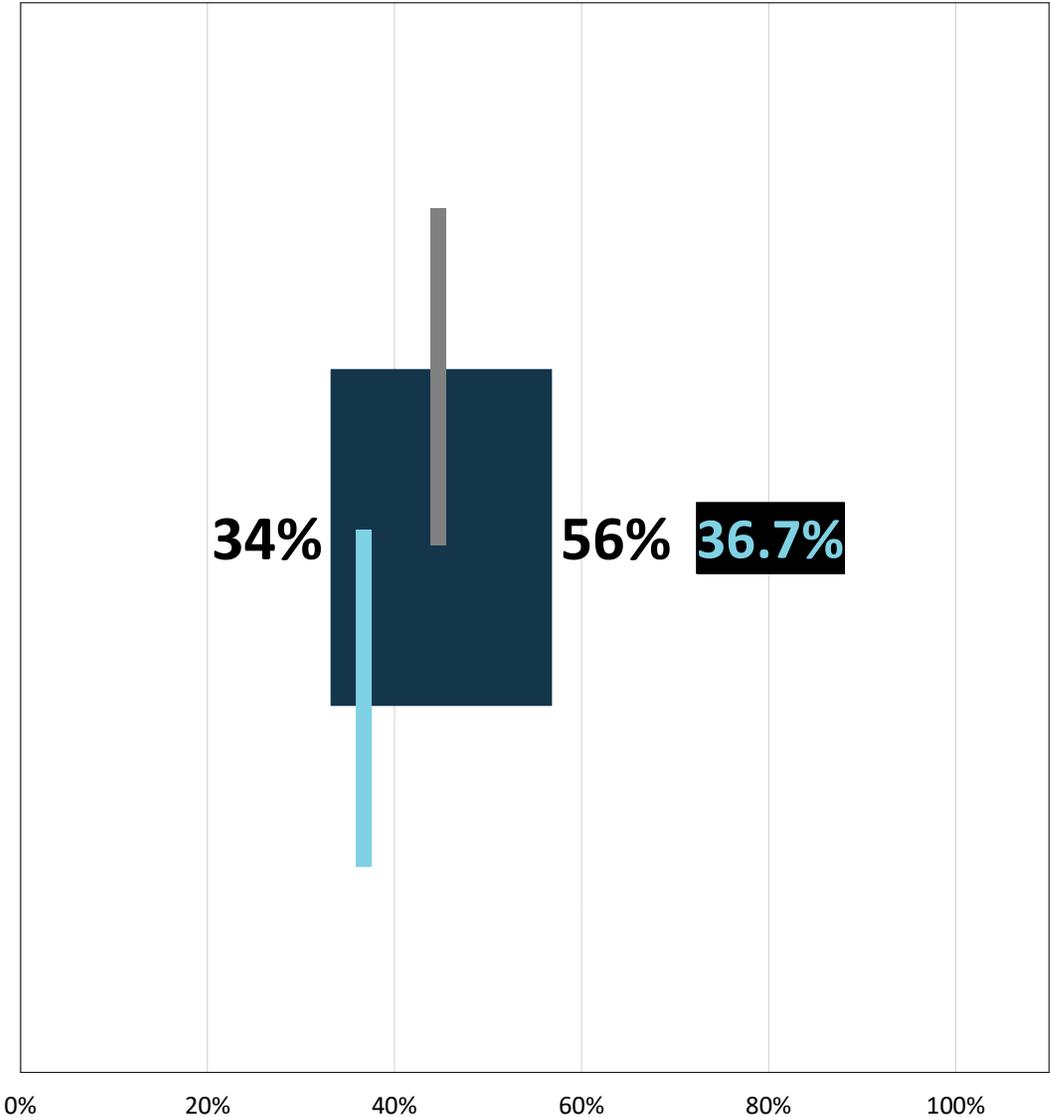**Overall effectiveness of leadership provided by the City's elected officials**

25%   49%   **25.7%**

0%   20%   40%   60%   80%   100%

Economic Opportunities

by the sum percentage of respondents that were either ***very satisfied*** or ***satisfied*** with the service
(excluding **don't know** responses)

Cincinnati, OH

How well your City is managing growth   **34%**   **56%** **36.7%**

0%   20%   40%   60%   80%   100%

Performance Ranges: Cincinnati, OH v. DirectionFinder® Communities (pop. 250K<)

City Communication & Community Engagement

by the sum percentage of respondents that were either *very satisfied* or *satisfied* with the service
(excluding **don't know** responses)

Cincinnati, OH

Overall usefulness of City website
37% | 36.9% | 84%

Quality of City video programming (television channel and web streaming)
30% | 46% | 30.0%

Availability of information about City programs and services
28% | 28.9% | 82%

City Administration's use of social media
27% | 27.0% | 79%

Opportunity to engage/provide input into decisions made by Elected Officials
17% | 17.8% | 48%

0%   20%   40%   60%   80%   100%